



PROFESSIONAL
ORGANIZERS
IN CANADA



ORGANISATEURS
PROFESSIONNELS
AU CANADA

Professional Organizers in Canada

Brand & Logo Guidelines

Overview

This manual provides comprehensive guidelines and tools for visual communications, including the use of the Professional Organizers in Canada (POC) logo. The objective is to outline the standards to ensure consistency in the quality and appearance of our communication materials. The standards are applicable wherever the logo is used, including promotional items (e.g. embroidery, pins, mugs, etc.), online, printed materials, and signage.

Please note that when possible, please spell out our entire association name rather than using the acronym POC. If POC is mentioned several times use the full name first with acronym in parenthesis, and then acronym afterwards in document.

Our POC logo is available in the “Members Only / Downloads and Guidelines” section of the POC website for download. Should you require assistance or have any questions, please contact the POC [Director of Marketing](#).

The POC logo, shown below, is available in colour, available with a white background or with no background. With the exception of specific and limited use of the conference logo, the Silver, Gold and Platinum Leaf Logos, and the Trained Professional Organizer logo, it is the ONLY logo sanctioned for use by Professional Organizers in Canada. Further details regarding logo use are set out below.



Brand Guidelines

Brand guidelines are meant to outline the key criteria regarding the management of the POC brand. This includes our visual identity, language, tone, and colour, all of which are important in creating positive and consistent branding. These guidelines are for all POC members to follow in national and chapter initiatives, and in their own business initiatives when representing POC.

POC Core Attributes

POC communicates with several audiences — members, associates, clients, potential members of each of those groups, and the media. Our goal is that each time the POC brand is put forward, the audience will perceive that POC is:

- Professional
- Approachable
- Knowledgeable
- Design savvy
- Sophisticated
- Focused

POC's choice of visuals and use of language must work together to communicate that desired image.

Language

Whether internal or external, POC communications should speak in a consistent voice, be representative of our Code of Ethics, and incorporate the following characteristics:

- Clear/easy to read
- Concise
- Friendly/approachable
- Simple
- Energized/dynamic
- Respectful
- Honest/realistic
- Expert

POC will not use language that is:

- Boastful
- Misleading
- Confusing
- Patronizing
- Grammatically incorrect

Visuals / Graphic Design

Photographs, images and the design/layout used in POC marketing material should be:

- Relevant to content
- Professional
- Clear and visually appealing

Fonts

Arial font should be used on all POC print materials for internal and external communications. Members may use whichever font they choose in their own materials, however, the POC font should be used with the POC logo when members are indicating that they are a POC member (as in the example below).



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**POC Member
since 2004**

As in the example above, the font stating “POC member since 2004” is Arial, while the rest of the document is whichever font the Member chooses.

Colours

When producing any documentation for POC, the red colour in any text should match the POC red colour.

The POC colours are defined as follows:

	Red	Black	Grey
RGB	R=199, G=39, B=33	K=100	K=15
CMYK	C=15, M=100, Y=100, K=5	K=100	K=15
Pantone	Pantone 186 C	K=100	K=15
Black & White	K=65	K=100	K=15
HEX	C72721		

Please provide this information to printers or designers who will be incorporating the POC logo in your marketing material. Likewise you may request a specific format of the logo.

Logo Guidelines

The following examples demonstrate unacceptable uses of the POC logo. To maintain the integrity of our brand, our logo must never be altered or reformatted, as doing so undermines POC's identity and brand. If you are unsure of logo usage in your specific application, please contact POC's [Director of Marketing](#) for assistance.

Do not change the size, shape or orientation of the logo. Do not attempt to change the font or layout of the logo itself.



Do not add graphics or text to the logo. Do not place a box around the logo.



Leave space around the logo if you are inserting it in text.
For print applications this blank area should be about 6mm (1/4 inch). In web applications, this should be about 20 pixels.

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Using POC Logo on Social Media

We encourage our members to create posts that include our POC logo, as long as they are members in good standing, and that the social media posts are appropriate and follow our guidelines.

To ensure that our association is being portrayed appropriately, ensure that the POC logo is clear, not covered by images or words, and that you are using our most up-to-date bilingual logo.

Chapter Identification

POC's strives to promote its awareness as a national brand. All external communication and marketing by chapters should utilize the standard bilingual POC logo or an approved POC Chapter logo (as seen below).



Silver, Gold and Platinum Leaf Logos

The Leaf Logos should be used in such a way that it promotes both POC and those Leaf memberships. Since the Leaf logos do not include the words “Professional Organizers in Canada” but only “POC”, if a member is using the Leaf logo when marketing to the public, the POC logo should always appear alongside the Leaf logo.

Access to these Leaf logos will be provided to members who have met the Silver, Gold and Platinum qualifications, respectively.



Members often wear their Leaf pins in conjunction with their POC nametag which will help to solidify the association between POC and the Silver, Gold and Platinum Leaf programs.

Members may wear the Leaf pin without their POC nametag as they are in a position to personally answer any questions about the logo and provide the questioner with additional information regarding POC.

Logo Misuse

Being able to proudly call oneself a member of POC is a privilege reserved only for our members. A procedure is in place to ensure that non-members and former members do not represent themselves as being members of POC.

While we do not want to encourage unauthorized use, we do want to ensure that our usage guidelines allow the POC logo to be used by those who can assist in strengthening the POC brand. This might include associates with whom we have a formal relationship, advertisers, sponsors, satisfied clients, customers, journalists, NAPO members, former POC members, and those who might like to tell others about our organization—as long as they did not falsely claim or imply that they are a member of POC.

The complete Logo Misuse policy is contained in the Policy and Procedure and includes detailed information as to the steps that a chapter or an individual can take should they be aware of unauthorized logo use. The Policy and Procedure document is available in the Downloads section of the POC website which can be accessed by all members.

POC Signature Policy

Anyone who volunteers with POC in any capacity is entitled to use a standard signature on all POC correspondence, within the association as well as outside the association. This includes national board members, chapter executive members, committee members and any other POC volunteers.

If a volunteer does not have an e-mail address then they may contact their Director (for committees) or Chapter Executive who will request that a POC email address be set up through POC's website administrator. If any member is corresponding on behalf of the chapter, they may use the chapter e-mail address (chapter@organizersincanada.com) in their email signature.

Signature: POC volunteers will use a standard bilingual signature on all POC email correspondence within the association and outside of the association. Please set yours up as soon as you are able. If you have difficulty, the president, vice-president, or past president can assist you.

Colours: POC's emails are to be written in black. If you need to add POC's official red colour, note that it is done by going into your colour settings, and by clicking "other colours", then "personalized". You then enter the following numbers for red: 199, green: 39, and blue: 33

Bilingual E-Signature

- Use 12-point Arial font
- Use black for the 1st and 4th and 5th lines
- Use POC's official red (see above), and bold the 2nd line
- Add one space after the periods
- Set up hyperlinks (see notes) with 4 spaces between them
- Check links are working after set-up
- Pronouns are encouraged, and they should read (She/Elle) if you identify as a woman, (He/Il) if you identify as a man, and (They/Iel) if you identify as non-binary if your preferred language is English. If your preferred language is French, your pronouns should read (Elle/She) if you identify as a woman, and (Il/He) if you identify as a man, and (Iel/They) if you identify as non-binary. For spelling clarification, please note that "Il" is spelled with a capital "I" followed by a lower-case "L", and "Iel" is spelled with a capital "I" followed by a lower-case "E" and lower case "L".

Sample standard signatures are shown below:

Pat Smith (They/Iel), Director of Communications / Directrice de communications
Professional Organizers in Canada
Organisateurs professionnels au Canada

Visibility. Credibility. Connection.
Visibilité. Crédibilité. Réseautage.

[Website](#) [Facebook](#) [Twitter](#) [Pinterest](#) [Instagram](#)

Pat Smith (Elle/She)
Présidente, section de Montréal
montreal@organizersincanada.com
<http://www.organizersincanada.com/montreal>

Pat Smith (He/Il)
POC Volunteer Coordinator
Volunteers-poc@organizersincanada.com
<http://www.organizersincanada.com>